

## WEST Search History

DATE: Tuesday, December 02, 2003

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*DB=USPT,PGPB,JPAB,EPAB,DWPI,TDBD; PLUR=YES; OP=ADJ*

|     |                                                                                    |      |     |
|-----|------------------------------------------------------------------------------------|------|-----|
| L12 | l8 and l10                                                                         | 2    | L12 |
| L11 | (transport adj4 stream) and microcode                                              | 0    | L11 |
| L10 | (separate or separation or separating) near8 (multiplexed or multiplexing)         | 7626 | L10 |
| L9  | L8 and microcode                                                                   | 0    | L9  |
| L8  | (transport adj4 stream adj4 processor)                                             | 133  | L8  |
| L7  | L6 and @AD<19990921                                                                | 8    | L7  |
| L6  | L5 and (multiplexed near8 method)                                                  | 17   | L6  |
| L5  | (satellite near5 broadcast) same (terrestrial near5 broadcast) same (Cable or CTV) | 576  | L5  |
| L4  | (satallite near5 broadcast)                                                        | 0    | L4  |
| L3  | (satallite near5 broadcast) and (Cable or CTV)                                     | 0    | L3  |
| L2  | (satallite near5 broadcast) same (Cable or CTV)                                    | 0    | L2  |
| L1  | (satallite near5 broadcast) same (terrestrial near5 broadcast) same (Cable or CTV) | 0    | L1  |

END OF SEARCH HISTORY

**WEST**

Generate Collection

L7: Entry 1 of 8

File: PGPB

Dec 13, 2001

DOCUMENT-IDENTIFIER: US 20010052135 A1

TITLE: METHOD AND SYSTEM FOR IMPLEMENTING INTERACTIVE BROADCAST PROGRAMS AND COMMERCIALS

Application Filing Date (1):19961230Summary of Invention Paragraph (2):

[0001] The present invention relates generally to systems for broadcasting multimedia information, such as terrestrial, cable, and satellite television broadcast systems, and more particularly, to a method and system for implementing interactive broadcast programs and commercials.

Summary of Invention Paragraph (11):

[0009] The present invention, in another of its aspects, encompasses a method for implementing an interactive program, which includes the steps of transmitting a multiplexed data stream which includes a main program and a plurality of different commercials, receiving the multiplexed data stream, and displaying a selected one of the plurality of different commercials during a commercial interruption in the main program in response to a user action.

Summary of Invention Paragraph (12):

[0010] The present invention, in another of its aspects, encompasses a method for implementing an interactive program, which includes the steps of transmitting a multiplexed data stream which includes an interactive main program comprised of a plurality of main program segments including at least a first main program segment and a plurality of different second main program segments, receiving said multiplexed data stream, and branching to a selected one of the plurality of different second main program segments at a branching point of the first main program segment in response to a user action.

Summary of Invention Paragraph (13):

[0011] The present invention, in yet other of its aspects, encompasses a transmitter, a receiver, and a multiplexed data stream which facilitate various facets of the above-described method and system of the present invention.

Detail Description Paragraph (7):

[0021] In accordance with a second preferred embodiment of the method of the present invention, multiple main programs are multiplexed together and broadcast as a multiplexed data stream over a single broadcast channel, along with the multiplexed stream of packets of compressed multimedia content corresponding to the different commercials, and the packets of multimedia content that together comprise the video segment that displays the menu of multimedia hotspots, as is depicted in FIG. 2. Preferably, all of the main programs have synchronized commercial breaks during which the multimedia hotspots corresponding to the menu of commercial choices will be displayed. The viewer can then select the commercial he/she desires to view in the same manner as described above in connection with the first preferred embodiment of the present invention.

## CLAIMS:

30. A method for implementing an interactive program, comprising the steps of: receiving a multiplexed data stream which includes a main program and a plurality of different commercials; and, displaying a selected one of the plurality of different commercials during a commercial interruption in the main program in response to a user action.

32. The method as set forth in claim 30, wherein the multiplexed data stream is received over a broadcast channel.

33. A method for implementing an interactive program, comprising the steps of: transmitting a multiplexed data stream which includes a main program and a plurality of different commercials; receiving said multiplexed data stream; and, displaying a selected one of the plurality of different commercials during a commercial interruption in the main program in response to a user action.

34. The method as set forth in claim 33, wherein said multiplexed data stream is transmitted and received over a broadcast channel.

35. A method for implementing an interactive program, comprising the steps of: receiving a multiplexed data stream which includes an interactive main program comprised of a plurality of main program segments including at least a first main program segment and a plurality of different second main program segments; and, branching to a selected one of the plurality of different second main program segments at a branching point of the first main program segment in response to a user action.

37. The method as set forth in claim 35, wherein said multiplexed data stream is received over a broadcast channel.

38. A method for implementing an interactive program, comprising the steps of: transmitting a multiplexed data stream which includes an interactive main program comprised of a plurality of main program segments including at least a first main program segment and a plurality of different second main program segments receiving said multiplexed data stream; and, branching to a selected one of the plurality of different second main program segments at a branching point of the first main program segment in response to a user action.

40. The method as set forth in claim 38, wherein said multiplexed data stream is transmitted and received over a broadcast channel.

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L7: Entry 2 of 8

File: USPT

Oct 29, 2002

DOCUMENT-IDENTIFIER: US 6473903 B2

TITLE: Method and system for implementing interactive broadcast programs and commercials

Application Filing Date (1):19961230Brief Summary Text (2):

The present invention relates generally to systems for broadcasting multimedia information, such as terrestrial, cable, and satellite television broadcast systems, and more particularly, to a method and system for implementing interactive broadcast programs and commercials.

Brief Summary Text (11):

The present invention, in another of its aspects, encompasses a method for implementing an interactive program, which includes the steps of transmitting a multiplexed data stream which includes a main program and a plurality of different commercials, receiving the multiplexed data stream, and displaying a selected one of the plurality of different commercials during a commercial interruption in the main program in response to a user action.

Brief Summary Text (12):

The present invention, in another of its aspects, encompasses a method for implementing an interactive program, which includes the steps of transmitting a multiplexed data stream which includes an interactive main program comprised of a plurality of main program segments including at least a first main program segment and a plurality of different second main program segments, receiving said multiplexed data stream, and branching to a selected one of the plurality of different second main program segments at a branching point of the first main program segment in response to a user action.

Brief Summary Text (13):

The present invention, in yet other of its aspects, encompasses a transmitter, a receiver, and a multiplexed data stream which facilitate various facets of the above-described method and system of the present invention.

Detailed Description Text (7):

In accordance with a second preferred embodiment of the method of the present invention, multiple main programs are multiplexed together and broadcast as a multiplexed data stream over a single broadcast channel, along with the multiplexed stream of packets of compressed multimedia content corresponding to the different commercials, and the packets of multimedia content that together comprise the video segment that displays the menu of multimedia hotspots, as is depicted in FIG. 2. Preferably, all of the main programs have synchronized commercial breaks during which the multimedia hotspots corresponding to the menu of commercial choices will be displayed. The viewer can then select the commercial he/she desires to view in the same manner as described above in connection with the first preferred embodiment of the present invention.

CLAIMS:

24. A method for implementing an interactive program, comprising the steps of: receiving a multiplexed stream of data packets which includes a main program and a plurality of commercials, said commercials each having a content; informing a user of said content by displaying multi-media hotspots included in the main program; and displaying a selected commercial of the plurality of commercials, said selected commercial being chosen by said user based upon said content.

26. The method as set forth in claim 24, wherein the multiplexed data stream is received over a broadcast channel.

27. A method for implementing an interactive program, comprising the steps of: transmitting a multiplexed stream of data packets which includes a main program and a plurality of commercials, said commercials having a content; receiving said multiplexed data stream; informing a user of said content by displaying multi-media hotspots included in the main program; and, displaying a selected commercial of the plurality of commercials during a commercial interruption in the main program, said selected commercial being chosen by said user based upon said content.

28. The method as set forth in claim 27, wherein said multiplexed data stream is transmitted and received over a broadcast channel.

31. The method as set forth in claim 29, wherein said multiplexed data stream is received over a broadcast channel.

32. A method for implementing an interactive program, comprising the steps of: transmitting a multiplexed stream of data packets which includes an interactive main program comprised of a plurality of main program segments, said main program segments including at least a first main program segment and a plurality of second main program segments, said second main program segments each having a content; receiving said multiplexed data stream; informing a user of said content by displaying multi-media hotspots included in the first main program segment; and, branching to a selected segment of the plurality of second main program segments at a branching point of the first main program segment said selected segment being chosen by said user based upon said content.

34. The method as set forth in claim 32, wherein said multiplexed data stream is transmitted and received over a broadcast channel.

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Generate Collection

L7: Entry 4 of 8

File: USPT

Jul 3, 2001

DOCUMENT-IDENTIFIER: US 6256071 B1

TITLE: Methods and apparatus for recording video files and for generating a table listing the recorded files and links to additional information

Application Filing Date (1):19981211Brief Summary Text (14):

In accordance with a broad method aspect of the present invention, a method for receiving, in a receiver, broadcast data propagated by a multiplexed and modulated digital television signal, the signal including video data as well as at least one elementary stream conveying the broadcast data, the broadcast data including a header and, if necessary, a payload, the receiver including: (i) a tuner for tuning to the signal under control of a user of the receiver; (ii) a demodulator, coupled to the tuner, for demodulating the signal and to generate a transport stream conveying the broadcast data; (iii) a demultiplexer, coupled to the demodulator, for demultiplexing the transport stream to detect the broadcast data; (iv) a data processor responsive to the demultiplexer and control signals from the user for processing broadcast data; (v) a rewritable memory coupled to the data processor; and (vi) a display device for displaying the video data as well as displayable data corresponding the broadcast data, the method including: (a) continuously applying power to the tuner, the demodulator, the demultiplexer, the data processor, and the rewritable memory independent of the on-off state of the display device; (b) upon initialization of the data processor, generating and storing a table in the rewritable memory to be filled in by the data processor during the succeeding steps; (c) processing in the data processor the header to obtain field information conveyed by the header; (d) if the field information indicates that the broadcast data contains a data file to be stored, storing the filename and the payload of the broadcast data corresponding to the data file in the rewritable memory, and proceeding to (f); (e) if the field information indicates that the broadcast data contains a location to be stored, storing the location only in the rewritable memory; and (f) storing the field information in the table for later recall of the field information and either the data file or the location by the user.

Detailed Description Text (20):

Data elements 142 and 144 are broadcast on a schedule as determined by the provider of DTVB system 100. The data elements may be repeated, if so desired by the DTVB provider, and the repetition rate of a particular data element is a function of the size and category of the given data element. The data elements, which are broadcast (i.e., transmitted over a one-way channel to numerous users) to the user community via output transport stream 101, can be conveyed with a variety of broadcast techniques, including terrestrial TV, satellite TV, and cable TV.

CLAIMS:

1. A method for receiving, in a receiver, broadcast data propagated by a multiplexed and modulated digital signal, the signal including video data and at least one elementary stream conveying the broadcast data, the broadcast data including a header and, if necessary, a payload, the receiver including: (i) a tuner for tuning to the signal under control of a user of the receiver; (ii) a demodulator, coupled to the tuner, for demodulating the signal to generate a transport stream conveying the broadcast data; (iii) a data processor responsive to control signals from the user for processing the broadcast data; (iv) a rewritable memory coupled to the data processor; and (v) a display device for displaying the video data as well as displayable data corresponding to the broadcast data, the method comprising the steps of

(a) applying power to the tuner, the demodulator, the data processor, and the rewritable memory independent of the on-off state of the display device,

- (b) generating and storing a table in the rewritable memory to be filled in by the data processor,
- (c) processing in the data processor the header to obtain field information conveyed by the header,
- (d) if the field information indicates that the broadcast data contains a filename to be stored, storing the filename and the payload of the broadcast data corresponding to the filename in the rewritable memory, and proceeding to step (f),
- (e) if the field information indicates that the broadcast data contains a location to be stored, storing the location in the rewritable memory, and
- (f) storing at least some of the field information as an entry in the table for later recall by the user.

3. A method for receiving, in a receiver, broadcast data propagated by a multiplexed digital television signal, the signal including video data and at least one broadcast data elementary stream conveying the broadcast data, the broadcast data including a header and, if necessary, an associated payload, the header including a field that conveys an interest category assigned to the broadcast data, the receiver including: (i) a tuner for tuning to the signal under control of a user of the receiver; (ii) a demodulator, coupled to the tuner, for demodulating the signal to generate a transport stream conveying the broadcast data; (iii) a data processor responsive to control signals from the user for processing broadcast data; (iv) a rewritable memory coupled to the data processor; and (v) a display device for displaying the video data as well as displayable data corresponding to the broadcast data, the method comprising the steps of

- (a) applying power to the tuner, the demodulator, the demultiplexer, the data processor, and the rewritable memory independent of the on-off state of the display device,
- (b) generating and storing a table in the rewritable memory to be filled in by the data processor,
- (c) receiving from the user at least one interest category of interest to the user, and storing the at least one category in the data processor,
- (d) processing in the data processor the header to obtain field information conveyed by the header,
- (e) if the interest category of the broadcast data matches with the at least one interest category stored in the data processor for the user, proceeding to step (f); otherwise, bypassing the broadcast data,
- (f) if the field information indicates that the broadcast data contains a filename to be stored, storing the filename and the payload of the broadcast data corresponding to the filename in the rewritable memory, and proceeding to step (h),
- (g) if the field information indicates that the broadcast data contains a location to be stored, storing the location in the rewritable memory, and
- (h) storing at least some of the field information in the table for later recall by the user.

5. A method for receiving, in a receiver, broadcast data propagated by a multiplexed and modulated digital television signal, the signal including a series of elementary streams conveying the broadcast data as well as video data, the broadcast data including a header and, if necessary, an associated payload, the header including a section that conveys an interest category assigned to the broadcast data, the receiver including: (i) a tuner for tuning to the signal under control of a user of the receiver; (ii) a demodulator, coupled to the tuner, for demodulating the signal to generate a transport stream conveying the broadcast data; (iii) a data processor responsive to control signals from the user for processing broadcast data; (iv) a rewritable memory coupled to the data processor; and v a display device for displaying the video data as well as displayable data corresponding to the broadcast data, the method comprising the steps of:

- (a) applying power to the tuner, the demodulator, the demultiplexer, the data processor, and the rewritable memory independent of the on-off state of the display device,
- (b) generating and storing a table in the rewritable memory to be filled in by the data processor,
- (c) receiving from the user at least one interest category of interest to the user, and storing the at least one category in the data processor,
- (d) processing in the data processor the header to obtain field information conveyed by the header,
- (e) if the interest category of the broadcast data matches with the at least one interest category stored in the data processor for the user, proceeding to step (f); otherwise, bypassing the broadcast data,
- (f) if the field information indicates that the broadcast data contains a filename to be stored, storing the filename and the payload of the broadcast data corresponding to the filename in the rewritable memory, and proceeding to step (h),
- (g) if the field information indicates that the broadcast data contains a location to be stored, storing the location in the rewritable memory,
- (h) storing at least some of the field information in the table for later recall by the user, and
- (i) returning to step (d) to process the next incoming one of the broadcast data elementary streams.